The value of having independant ISP's cannot be overstated. The time customers spend on the phone for support is dratically more when it is the big guy. Support is frequently offshore and frequently inferior. Time is money. Therefore, the cost of service is actually a great deal more when technical help is required. The only time I recommend other than a local, independant ISP for broadband is when there is no other choice.

Please, please, please do not deregulate this portion of the telecommunications industry.